

# Yunfei (Jesse) Yao

Email: [jesseyao@cuhk.edu.hk](mailto:jesseyao@cuhk.edu.hk)

Web: [www.jesseyao.com](http://www.jesseyao.com)

## CURRENT POSITION

---

**Chinese University of Hong Kong**, Assistant Professor of Business Administration, July 2023 - present

## EDUCATION

---

**University of California, Berkeley**, Ph.D. Business Administration, 2023

**Stanford University**, Exchange student in Economics, 2019

**University of Michigan**, B.S. Mathematics, B.S. Statistics, 2017

**Peking University**, Major in Mathematics, 2012 - 2015

## PUBLICATIONS

---

- **Dynamic Persuasion and Strategic Search**      *Management Science*, forthcoming
- **A Dynamic Model of Optimal Retargeting**      *Marketing Science*, 2021  
(with J. Miguel Villas-Boas)

## WORKING PAPERS

---

- **Multi-attribute Search**
- **Failure of Reputation for Privacy**
- **Choice Deferral and Search Fatigue**  
(with Z. Eddie Ning and J. Miguel Villas-Boas)
- **Precision-Recall Tradeoff in Algorithmic Targeting**  
(with Ganesh Iyer and Zemin (Zachary) Zhong)
- **Privacy and Polarization: An Inference-Based Framework**  
(with Tommaso Bondi and Omid Rafieian)

## TEACHING

---

- Instructor, Digital Marketing (MS), 2023
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory (PhD), 2020
- Graduate Student Instructor, Marketing (undergraduate), 2019

## INDUSTRY EXPERIENCE

---

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

## HONORS AND AWARDS

---

- Center for Equity, Gender, and Leadership Research Grants, 2023
- Institute for Business Innovation Research Grant, 2023
- Journal of Industrial Economics Fellow, 2022
- ISMS Doctoral Consortium Fellow, 2020, 2021

- 
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
  - Sasakawa Young Leadership Fellowship, 2018
  - Dean of the graduate division award, 2017

## TALKS

---

18th Annual Bass FORMS Conference	2024
ISMS Marketing Science Conference	2023
Bay Area Marketing Symposium	
Berkeley Economics Theory Lunch	
17th Annual Bass FORMS Conference (Discussant)	
Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference (one of four <i>JIE fellows</i> )	2022
Peking University	
Nova School of Business and Economics	
University of Melbourne	
University of Texas at Dallas	
University of Rochester	
Hong Kong University of Science and Technology	
Chinese University of Hong Kong	
University of Illinois Urbana-Champaign	
University of California, Berkeley	
Berkeley Economics Theory Lunch *2	

## SERVICE

---

Reviewer: *Management Science, Marketing Science*

## ADVISING

---

- Teng Yu, Independent Research supervisor